

## **PRIVATE GOES PUBLIC: STUDY ON GROWING SHARE OF PRIVATE LABELS IN INDIA**

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### **ABSTRACT**

The views of shoppers toward the brands have changed over the last few years. Private labels are no longer a feature primarily of retailers in the developed countries, as was the case for decades. Private labels have emerged as a key weapon for retailers and have started to play a vital role in the battle for control of the distribution channel and customer loyalty. This paper seeks to investigate the factors driving the growth of private label brands in the India. There are a number of factors explaining the substantial development of private labels in the Indian market. It is no longer enough for retailers to produce low cost imitations of national brands, retailers need to generate a strong store identity along with enhanced customer loyalty by offering good quality private label brands.

**KEY WORDS** – Indian Retail Industry, Private labels, National brands, Retail Management